



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract / Revision 559545 /		Alt Order # 07888603
Product Crossroads GPS		
Contract Dates 07/30/12 - 08/06/12		Estimate # 12/11/732
Advertiser Crossroads GPS		Original Date / Revision 08/02/12 / 08/02/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WTKR	Account Executive Jamie Andrus	Sales Office Washington, D.C.
Special Handling		
Demographic Adults 35+		
IDB# 8433	Advertiser Code 12	Product Code 11
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 1	3	07/30/12	08/05/12	Newschannel 3 News	6-7am		:30			NM	6	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	MTWTF--				6	\$185.00			
D 2	3	08/06/12	08/06/12	Newschannel 3 News	6-7am		:30			NM	0	\$0.00
3	3	07/30/12	08/05/12	CBS This Morning	7-9a		:30			NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	11111--				5	\$140.00			
D 4	3	08/06/12	08/06/12	CBS This Morning	7-9a		:30			NM	0	\$0.00
D 5	3	08/05/12	08/05/12	CBS Sunday Morning	9-1030am		:30			NM	0	\$0.00
6	3	07/30/12	08/05/12	Let's Make A Deal 9am	9-10am		:30			NM	5	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	11111--				5	\$270.00			
D 7	3	08/06/12	08/06/12	Let's Make A Deal 9am	9-10am		:30			NM	0	\$0.00
8	3	07/30/12	08/05/12	Price Is Right	11am-12n		:30			NM	5	\$2,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	11111--				5	\$415.00			
D 9	3	08/06/12	08/06/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
E 10	3	07/30/12	08/05/12	Newschannel 3 News	12n-1230pm		:30			NM	4	\$1,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	M--TF--				4	\$295.00			
D 11	3	08/06/12	08/06/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
12	3	07/30/12	08/05/12	Ellen Degeneres 3pm	3-4pm		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	11111--				5	\$200.00			
D 13	3	08/06/12	08/06/12	Ellen Degeneres 3pm	3-4pm		:30			NM	0	\$0.00
14	3	07/30/12	08/05/12	Newschannel 3 News	5-530pm		:30			NM	5	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	11111--				5	\$330.00			
D 15	3	08/06/12	08/06/12	Newschannel 3 News	5-530pm		:30			NM	0	\$0.00
16	3	07/30/12	08/05/12	Newschannel 3 News	6-630pm		:30			NM	5	\$2,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	11111--				5	\$485.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
559545 /	07888603

Contract Dates	Product	Estimate #
07/30/12 - 08/06/12	Crossroads GPS	12/11/732

Advertiser	Original Date / Revision
Crossroads GPS	08/02/12 / 08/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
D 17	3	08/06/12	08/06/12	Newschannel 3 News	6-630pm		:30			NM	0	\$0.00
18	3	07/30/12	08/05/12	7-730pm	7-730pm		:30			NM	5	\$2,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	11111--				5	\$465.00			
D 19	3	08/06/12	08/06/12	7-730pm	7-730pm		:30			NM	0	\$0.00
20	3	07/30/12	08/05/12	730-8pm	730-8pm		:30			NM	5	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	11111--				5	\$435.00			
D 21	3	08/06/12	08/06/12	730-8pm	730-8pm		:30			NM	0	\$0.00
D 22	3	08/05/12	08/05/12	Sunday Prime	7-8pm		:30			NM	0	\$0.00
23	3	07/30/12	07/30/12	Late News (M-F)	11-1135p		:30			NM	5	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	M-----				5	\$540.00			
D 24	3	08/06/12	08/06/12	Late News (M-F)	11-1135p		:30			NM	0	\$0.00
D 25	3	08/04/12	08/04/12	Late News (Sa-Su)	11-1135p		:30			NM	0	\$0.00
E 26	3	07/30/12	08/05/12	Late Night with David Letterman	1135pm-1237am		:30			NM	4	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	MTWT---				4	\$165.00			
D 27	3	08/06/12	08/06/12	Late Night with David Letterman	1135pm-1237am		:30			NM	0	\$0.00
28	3	08/01/12	08/03/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--WTF--				1	\$415.00			
29	3	08/01/12	08/03/12	Let's Make A Deal 9am	9-10am		:30			NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--WTF--				1	\$415.00			
N 30	3	08/03/12	08/03/12	CBS Daytime	1228-3pm		:30			NM	1	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				1	\$555.00			
N 31	3	08/03/12	08/03/12	NewsChannel 3 News	5-6am		:30			NM	2	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				2	\$240.00			
Totals											64	\$21,215.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/03/12	64	\$21,215.00	\$18,032.75
Totals	64	\$21,215.00	\$18,032.75

Signature: _____ Date: _____

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